

Showing Buylines: All Rep Revised Lines

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS  
Estimate# 368  
Buyer STEPHANIE KOHLBAUER  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //368  
Flight Dates 08/23/2012 - 08/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

REV ORDER  
ORDER CANNOT START UNTIL FRI 8/24  
EXTENDED FLIGHT TO 8/30  
ATTN ALL LINES  
NO CHANGE IN TTL  
PLEASE CNF  
THANKS

| Ln | Daypart | Program  | Dates       | Rate     | Len | Spots/Week | # of Weeks | Day | Time    | Total Cost | Total Spots | LT  |
|----|---------|--|-------------|----------|-----|------------|------------|-----|---------|------------|-------------|-----|
| *1 |         | NEWS MORN<br>2/DAY<br>Buyline Comment: NEWS MORN<br>Sales Remark: V5 CNX 2X THU 8/23- --WILL MOVE TO 8/30<br>V5 More than 2 codes changed  | 08/24-08/24 | \$200.00 | :30 | 2          | 1          | F   | 6A-7A   | \$400.00   | 2           | --- |
| *2 |         | E SHOW<br>1/DAY<br>Buyline Comment: E SHOW<br>Sales Remark: V5 CNX TH 8/23- --WILL MOVE TO 8/30<br>V5 More than 2 codes changed            | 08/24-08/24 | \$300.00 | :30 | 1          | 1          | F   | 7A-9A   | \$300.00   | 1           | --- |
| *3 |         | LET MAKE DEAL<br>2/DAY<br>Buyline Comment: LET MAKE DEAL<br>Sales Remark: V5 CNX 2X THU- WILL MOVE TO 8/30<br>V5 More than 2 codes changed | 08/24-08/24 | \$250.00 | :30 | 2          | 1          | F   | 10A-11A | \$500.00   | 2           | --- |

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| Ln | Daypart | Program  | Dates                      | Rate       | Len | Spots/Week | # of Weeks | Day | Time     | Total Cost | Total Spots | LT  |
|----|---------|--|----------------------------|------------|-----|------------|------------|-----|----------|------------|-------------|-----|
| *4 |         | Buyline Comment: SOAPS<br>2/DAY<br>Sales Remark: V5 CNX 2X THU- -WILL MOVE TO 8/30<br>V5 More than 2 codes changed     | 08/24-08/24                | \$300.00   | :30 | 2          | 1          | F   | 1230P-2P | \$600.00   | 2           | --- |
| *5 |         | Buyline Comment: DR PHIL<br>2/DAY<br>Sales Remark: V5 CNX 2X THU 8/23- -WILL MKGD 8/30<br>V5 More than 2 codes changed | 08/24-08/24                | \$300.00   | :30 | 2          | 1          | F   | 3P-4P    | \$600.00   | 2           | --- |
| *6 |         | Buyline Comment: NEWS 4<br>2/DAY<br>Sales Remark: V5 CNX 2X THU- WILL MKGD 8/30<br>V5 More than 2 codes changed        | 08/24-08/24                | \$550.00   | :30 | 2          | 1          | F   | 4P-430P  | \$1,100.00 | 2           | --- |
| *7 |         | Buyline Comment: NEWS 430<br>2/DAY<br>Sales Remark: V5 CNX 2X THU- WILL MKGD 8/30<br>V5 More than 2 codes changed      | 08/24-08/24                | \$550.00   | :30 | 2          | 1          | F   | 430P-5P  | \$1,100.00 | 2           | --- |
| *8 |         | Buyline Comment: NEWS 530<br>Sales Remark: V5 CNX 8/23, MKGD 8/30<br>V5 More than 2 codes changed                      | 08/23-08/23<br>08/30-08/30 | \$1,000.00 | :30 | 0<br>1     | 1<br>1     | TH  | 530P-6P  | \$1,000.00 | 0<br>1      | --- |
| *9 |         | Buyline Comment: JEOPARDY<br>1/DAY<br>Sales Remark: V5 CNX 8/23, WILL MKGD ON 8/30<br>V5 More than 2 codes changed     | 08/24-08/24                | \$1,400.00 | :30 | 1          | 1          | F   | 6P-630P  | \$1,400.00 | 1           | --- |

Rep Order# 6844510 Ver# 5 Status Revised Traffic Order# 200159 Printed: 08/22/2012 9:38 AM 3 of 5  
EC'd Yes Post Received: 08/22/2012 9:27 AM

Printed: 08/22/2012 9:38 AM  
Last Received: 08/22/2012 9:27 AM  
Showing Buylines: All Rep Revised Lines

Traffic Order# 200159

Status Revised

Ver# 5

6844510

Rep Order#  
EC'd Yes

|            |                          |
|------------|--------------------------|
| Station    | KRQE-TV ALBUQUERQUE, NM. |
| Advertiser | ( ) CROSSROADS GPS       |
| Product    | CROSSROADS GPS           |
| Estimate#  | 368                      |
| Buyer      | STEPHANIE KOHLBAUER      |

Agency ( ) MENTZER MEDIA  
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Agency C/P1/P2/E //368  
Flight Dates 08/23/2012 - 08/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

| Ln  | Daypart | Program | Dates       | Rate       | Len | Spots/Week | # of Weeks | Day | Time    | Total Cost | Total Spots | LT |
|-----|---------|---------|-------------|------------|-----|------------|------------|-----|---------|------------|-------------|----|
| *10 |         |         | 08/23-08/23 | \$1,700.00 | :30 | 0          | 1          | TH  | 630P-7P | \$1,700.00 | 0           |    |
|     |         |         | 08/30-08/30 |            |     | 1          | 1          |     |         |            | 1           |    |

Buyline Comment: WHEEL

Sales Remark: V5 CNX 8/23, ADDED 8/30  
V5 More than 2 codes changed

|     |             |   |   |   |           |            |   |
|-----|-------------|---|---|---|-----------|------------|---|
| *11 | 08/24-08/24 | 1 | 1 | F | 10P-1035P | \$1,100.00 | 1 |
| *11 | 08/24-08/24 | 1 | 1 | F | 10P-1035P | \$1,100.00 | 1 |

Buyline Comment: NEWS 10  
1/DAY

Sales Remark: V5 CNX THU- -WILL MKGD ON 8/30  
V5 More than 2 codes changed

| * 34 | 08/30-08/30 | 2 | 1 | TH | 6A-7A | \$400.00 |
|------|-------------|---|---|----|-------|----------|
|      | 08/30-08/30 | 2 | 1 | TH | 6A-7A | \$400.00 |

Buyline Comment: NEWS MORN  
2/DAY

Sales Remark: V5 MKGD FOR LINE 1  
V5 Added

|      |             |      |   |    |       |          |
|------|-------------|------|---|----|-------|----------|
| * 35 | 08/30-08/30 | : 30 | 1 | TH | 7A-9A | \$300.00 |
| * 35 | 08/30-08/30 | : 30 | 1 | TH | 7A-9A | \$300.00 |

Buyline Comment: E SHOW  
1 / DAY

Sales Remark: V5 MKGD FOR LINE 2  
V5 Added

|     |             |   |   |    |         |          |
|-----|-------------|---|---|----|---------|----------|
| *36 | 08/30-08/30 | 2 | 1 | TH | 10A-11A | \$500.00 |
|     | 08/30-08/30 | 2 | 2 | TH | 10A-11A | \$250.00 |

Buyline Comment: LET MAKE DEAL  
2/DAY

Sales Remark: V5 MKGD FOR LINE 3  
V5 Added

| *37 | 08/30-08/30 | 2 | 1 | 1230E-2P | \$600.00 |
|-----|-------------|---|---|----------|----------|
|     | 08/30-08/30 | 2 | 1 | TH       | \$600.00 |

Buyline Comment: SOAPS  
2/DAY

Sales Remark: V5 MKGD FOR LINE 4  
V5 Added

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 Product CROSSROADS GPS  
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 Fax#  
 Agency ( ) MENTZER MEDIA  
 600 FAIRMONT AVE, S#306  
 TOWSON, MD 21286  
 Agency C/P1/P2/E //368  
 Flight Dates 08/23/2012 - 08/30/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

| Ln  | Daypart | Program  | Dates       | Rate       | Len | Spots/Week | # of Weeks | Day | Time      | Total Cost | Total Spots | LT |
|-----|---------|--|-------------|------------|-----|------------|------------|-----|-----------|------------|-------------|----|
| *38 |         | Buyline Comment: DR PHIL<br>2/DAY<br>Sales Remark: V5 MKGD FOR LINE 5<br>V5 Added  | 08/30-08/30 | \$300.00   | :30 | 2          | 1          | TH  | 3P-4P     | \$600.00   | 2           |    |
| *39 |         | Buyline Comment: NEWS 4<br>2/DAY<br>Sales Remark: V5 MKGD FOR LINE 6<br>V5 Added   | 08/30-08/30 | \$550.00   | :30 | 2          | 1          | TH  | 4P-430P   | \$1,100.00 | 2           |    |
| *40 |         | Buyline Comment: NEWS 430<br>2/DAY<br>Sales Remark: V5 MKGD FOR LINE 7<br>V5 Added | 08/30-08/30 | \$550.00   | :30 | 2          | 1          | TH  | 430P-5P   | \$1,100.00 | 2           |    |
| *41 |         | Buyline Comment: JEOPARDY<br>1/DAY<br>Sales Remark: V5 MKGD FOR LINE 9<br>V5 Added | 08/30-08/30 | \$1,400.00 | :30 | 1          | 1          | TH  | 6P-630P   | \$1,400.00 | 1           |    |
| *42 |         | Buyline Comment: NEWS 10<br>1/DAY<br>Sales Remark: V5 MKGD FOR LINE 11<br>V5 Added | 08/30-08/30 | \$1,100.00 | :30 | 1          | 1          | TH  | 10P-1035P | \$1,100.00 | 1           |    |

---REPORT TOTALS---  
 Report Totals: 32 / \$16,900.00

---SALES MONTHLY TOTALS---

Station KRQE-TV ALBUQUERQUE, NM.  
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Product CROSSROADS GPS  
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Flight Dates 08/23/2012 - 08/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Aug 12: 33 / \$24,950.00 Sep 12: 71 / \$40,900.00

Sales Totals: 104 / \$65,850.00

Station Totals: 104 / \$65,850.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|                            |  |           |         |          |         |         |          |
|----------------------------|--|-----------|---------|----------|---------|---------|----------|
| Market Totals              |  | \$146,333 | CABL 0% | KASA 13% | KASY 0% | KBIM 0% | KOAT 23% |
|                            |  |           | KOB 19% | KRQE 45% | KWBQ 0% |         |          |
| ---COMPETITIVE COMMENTS--- |  |           |         |          |         |         |          |
| SHARES EST                 |  |           |         |          |         |         |          |

Books JUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

# Spot Manager: All, 08/23/12-08/30/12

in

| Alt Order # | Advertiser | Order | Inv. Code (Book | Time Period | Length | Priori | Chann | Product | Estimate | Air Time | Ad-ID | Rate |
|-------------|------------|-------|-----------------|-------------|--------|--------|-------|---------|----------|----------|-------|------|
|-------------|------------|-------|-----------------|-------------|--------|--------|-------|---------|----------|----------|-------|------|

Date: 08/24/12

Station: KRQE

|          |               |                         |              |     |    |       |             |  |  |             |  |             |
|----------|---------------|-------------------------|--------------|-----|----|-------|-------------|--|--|-------------|--|-------------|
| 06844510 | POL/Crossroac | 200159 M-F 6p-630p      | M-F 6p-630p  | :30 | P2 | [ALL] | CROSSRO/368 |  |  |             |  | \$1,400.00  |
| 06844510 | POL/Crossroac | 200159 Soap Rotator     | M-F 1230p-2j | :30 | P2 | [ALL] | CROSSRO/368 |  |  |             |  | \$300.00    |
| 06844510 | POL/Crossroac | 200159 M-F KRQE News    | KRQE News    | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 6:18:40 AM  |  | \$200.00    |
| 06844510 | POL/Crossroac | 200159 M-F KRQE News    | KRQE News    | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 6:52:05 AM  |  | \$200.00    |
| 06844510 | POL/Crossroac | 200159 CBS This Mornin  | CBS Early St | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 8:28:32 AM  |  | \$300.00    |
| 06844510 | POL/Crossroac | 200159 Let's Make a Dea | M-F 10a-11a  | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 9:59:30 AM  |  | \$250.00    |
| 06844510 | POL/Crossroac | 200159 Let's Make a Dea | M-F 10a-11a  | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 10:28:26 AM |  | \$250.00    |
| 06844510 | POL/Crossroac | 200159 Soap Rotator     | M-F 1230p-2j | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 12:58:41 PM |  | \$300.00    |
| 06844510 | POL/Crossroac | 200159 Dr. Phil         | 3p-4p        | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 3:07:08 PM  |  | \$300.00    |
| 06844510 | POL/Crossroac | 200159 Dr. Phil         | 3p-4p        | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 3:34:17 PM  |  | \$300.00    |
| 06844510 | POL/Crossroac | 200159 M-F KRQE News    | 4p-430p      | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 4:08:25 PM  |  | \$550.00    |
| 06844510 | POL/Crossroac | 200159 M-F KRQE News    | 4p-430p      | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 4:28:45 PM  |  | \$550.00    |
| 06844510 | POL/Crossroac | 200159 M-F KRQE News    | 430p-5p      | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 4:39:00 PM  |  | \$550.00    |
| 06844510 | POL/Crossroac | 200159 M-F KRQE News    | 430p-5p      | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 4:56:56 PM  |  | \$550.00    |
| 06844510 | POL/Crossroac | 200159 NFL Pre-Season   | NFL Pre-Sea  | :30 | P1 | [ALL] | CROSSRO/368 |  |  | 7:48:14 PM  |  | \$5,000.00  |
| 06844510 | POL/Crossroac | 200159 LN M-F           | 10p-1035p    | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 10:26:11 PM |  | \$1,100.00  |
|          |               |                         |              |     |    |       |             |  |  |             |  | \$12,100.00 |
|          |               |                         |              |     |    |       |             |  |  |             |  | \$12,100.00 |

Date: 08/25/12

Station: KRQE

|          |               |                       |             |     |    |       |             |  |  |             |  |            |
|----------|---------------|-----------------------|-------------|-----|----|-------|-------------|--|--|-------------|--|------------|
| 06844510 | POL/Crossroac | 200159 NFL Pre-Season | NFL Pre-Sea | :30 | P1 | [ALL] | CROSSRO/368 |  |  | 7:47:44 PM  |  | \$5,000.00 |
| 06844510 | POL/Crossroac | 200159 LN Sa          | 10p-1035p   | :30 | P4 | [ALL] | CROSSRO/368 |  |  | 10:06:51 PM |  | \$450.00   |
| 06844510 | POL/Crossroac | 200159 LN Sa          | 10p-1035p   | :30 | P4 | [ALL] | CROSSRO/368 |  |  | 10:27:38 PM |  | \$450.00   |
| 06844510 | POL/Crossroac | 200159 Sa 1030p-1130p | 1035p-1135p | :30 | P4 | [ALL] | CROSSRO/368 |  |  | 10:52:25 PM |  | \$100.00   |
| 06844510 | POL/Crossroac | 200159 Sa 1030p-1130p | 1035p-1135p | :30 | P4 | [ALL] | CROSSRO/368 |  |  | 11:15:20 PM |  | \$100.00   |
|          |               |                       |             |     |    |       |             |  |  |             |  | \$6,100.00 |
|          |               |                       |             |     |    |       |             |  |  |             |  | \$6,100.00 |

Date: 08/26/12

Station: KRQE

|          |               |                        |             |     |    |       |             |  |  |             |  |            |
|----------|---------------|------------------------|-------------|-----|----|-------|-------------|--|--|-------------|--|------------|
| 06844510 | POL/Crossroac | 200159 KRQE News Sun   | 7a-8a       | :30 | P4 | [ALL] | CROSSRO/368 |  |  | 7:26:59 AM  |  | \$100.00   |
| 06844510 | POL/Crossroac | 200159 KRQE News Sun   | 7a-8a       | :30 | P4 | [ALL] | CROSSRO/368 |  |  | 7:54:38 AM  |  | \$100.00   |
| 06844510 | POL/Crossroac | 200159 CBS Sunday Mor  | 8a-930a     | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 8:35:30 AM  |  | \$800.00   |
| 06844510 | POL/Crossroac | 200159 Face the Nation | 930-10a     | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 9:29:30 AM  |  | \$500.00   |
| 06844510 | POL/Crossroac | 200159 Face the Nation | 930-10a     | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 9:59:16 AM  |  | \$500.00   |
| 06844510 | POL/Crossroac | 200159 Su KRQE News    | 530p-6p     | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 5:34:38 PM  |  | \$275.00   |
| 06844510 | POL/Crossroac | 200159 Su KRQE News    | 530p-6p     | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 5:51:47 PM  |  | \$275.00   |
| 06844510 | POL/Crossroac | 200159 Sun Hour 1      | 6p-7p       | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 6:38:38 PM  |  | \$3,000.00 |
| 06844510 | POL/Crossroac | 200159 LN Su           | 10p-1035p   | :30 | P4 | [ALL] | CROSSRO/368 |  |  | 10:06:55 PM |  | \$500.00   |
| 06844510 | POL/Crossroac | 200159 LN Su           | 10p-1035p   | :30 | P4 | [ALL] | CROSSRO/368 |  |  | 10:27:40 PM |  | \$500.00   |
| 06844510 | POL/Crossroac | 200159 Su 1030p-1130p  | 1035p-1135p | :30 | P4 | [ALL] | CROSSRO/368 |  |  | 10:56:22 PM |  | \$100.00   |
| 06844510 | POL/Crossroac | 200159 Su 1030p-1130p  | 1035p-1135p | :30 | P4 | [ALL] | CROSSRO/368 |  |  | 11:34:11 PM |  | \$100.00   |
|          |               |                        |             |     |    |       |             |  |  |             |  | \$6,750.00 |
|          |               |                        |             |     |    |       |             |  |  |             |  | \$6,750.00 |

Date: 08/27/12

Station: KRQE

|          |               |                         |              |     |    |       |             |  |  |  |  |            |
|----------|---------------|-------------------------|--------------|-----|----|-------|-------------|--|--|--|--|------------|
| 06844510 | POL/Crossroac | 200159 Let's Make a Dea | M-F 10a-11a  | :30 | P3 | [ALL] | CROSSRO/368 |  |  |  |  | \$250.00   |
| 06844510 | POL/Crossroac | 200159 LN M-F           | 10p-1035p    | :30 | P3 | [ALL] | CROSSRO/368 |  |  |  |  | \$1,100.00 |
| 06844510 | POL/Crossroac | 200159 M-F KRQE News    | 430p-5p      | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$550.00   |
| 06844510 | POL/Crossroac | 200159 M-F KRQE News    | 430p-5p      | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$550.00   |
| 06844510 | POL/Crossroac | 200159 M-F 6p-630p      | M-F 6p-630p  | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$1,400.00 |
| 06844510 | POL/Crossroac | 200159 Soap Rotator     | M-F 1230p-2j | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$300.00   |
| 06844510 | POL/Crossroac | 200159 Soap Rotator     | M-F 1230p-2j | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$300.00   |
| 06844510 | POL/Crossroac | 200159 M-F 630p-7p      | M-F 630p-7p  | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$1,700.00 |
| 06844510 | POL/Crossroac | 200159 Dr. Phil         | 3p-4p        | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$300.00   |
| 06844510 | POL/Crossroac | 200159 Dr. Phil         | 3p-4p        | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$300.00   |
| 06844510 | POL/Crossroac | 200159 M-F KRQE News    | KRQE News    | :30 | P3 | [ALL] | CROSSRO/368 |  |  |  |  | \$200.00   |
| 06844510 | POL/Crossroac | 200159 CBS This Mornin  | CBS Early St | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$300.00   |
| 06844510 | POL/Crossroac | 200159 M-F KRQE News    | KRQE News    | :30 | P3 | [ALL] | CROSSRO/368 |  |  |  |  | \$200.00   |
| 06844510 | POL/Crossroac | 200159 Let's Make a Dea | M-F 10a-11a  | :30 | P3 | [ALL] | CROSSRO/368 |  |  |  |  | \$250.00   |
| 06844510 | POL/Crossroac | 200159 M-F KRQE News    | 4p-430p      | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$550.00   |

[Sorted by: Date]

# Spot Manager: All, 08/23/12-08/30/12

| Alt Order #    | Advertiser    | Order  | Inv. Code (Book              | Time Period | Length | Priori | Chann       | Product | Estimate | Air Time | Ad-ID | Rate             |
|----------------|---------------|--------|------------------------------|-------------|--------|--------|-------------|---------|----------|----------|-------|------------------|
| Date: 08/27/12 |               |        |                              |             |        |        |             |         |          |          |       |                  |
| Station: KRQE  |               |        |                              |             |        |        |             |         |          |          |       |                  |
| 06844510       | POL/Crossroac | 200159 | KRQE News 13 (530p-6p        | :30         | P2     | [ALL]  | CROSSRO/368 |         |          |          |       | \$1,000.00       |
| 06844510       | POL/Crossroac | 200159 | CBS This Mornin CBS Early St | :30         | P2     | [ALL]  | CROSSRO/368 |         |          |          |       | \$300.00         |
| 06844510       | POL/Crossroac | 200159 | M-F KRQE News 4p-430p        | :30         | P2     | [ALL]  | CROSSRO/368 |         |          |          |       | \$550.00         |
|                |               |        |                              |             |        |        |             |         |          |          |       | <b>10,100.00</b> |
|                |               |        |                              |             |        |        |             |         |          |          |       | <b>10,100.00</b> |

Date: 08/28/12

Station: KRQE

|          |               |        |                               |     |    |       |             |  |  |  |  |                  |
|----------|---------------|--------|-------------------------------|-----|----|-------|-------------|--|--|--|--|------------------|
| 06844510 | POL/Crossroac | 200159 | M-F KRQE News 4p-430p         | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$550.00         |
| 06844510 | POL/Crossroac | 200159 | KRQE News 13 (530p-6p         | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$1,000.00       |
| 06844510 | POL/Crossroac | 200159 | Dr. Phil 3p-4p                | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$300.00         |
| 06844510 | POL/Crossroac | 200159 | Soap Rotator M-F 1230p-2p     | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$300.00         |
| 06844510 | POL/Crossroac | 200159 | M-F 630p-7p M-F 630p-7p       | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$1,700.00       |
| 06844510 | POL/Crossroac | 200159 | Let's Make a Deal M-F 10a-11a | :30 | P3 | [ALL] | CROSSRO/368 |  |  |  |  | \$250.00         |
| 06844510 | POL/Crossroac | 200159 | M-F 6p-630p M-F 6p-630p       | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$1,400.00       |
| 06844510 | POL/Crossroac | 200159 | Let's Make a Deal M-F 10a-11a | :30 | P3 | [ALL] | CROSSRO/368 |  |  |  |  | \$250.00         |
| 06844510 | POL/Crossroac | 200159 | M-F KRQE News 430p-5p         | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$550.00         |
| 06844510 | POL/Crossroac | 200159 | LN M-F 10p-1035p              | :30 | P3 | [ALL] | CROSSRO/368 |  |  |  |  | \$1,100.00       |
| 06844510 | POL/Crossroac | 200159 | M-F KRQE News 430p-5p         | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$550.00         |
| 06844510 | POL/Crossroac | 200159 | LN M-F 10p-1035p              | :30 | P3 | [ALL] | CROSSRO/368 |  |  |  |  | \$1,100.00       |
| 06844510 | POL/Crossroac | 200159 | CBS This Mornin CBS Early St  | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$300.00         |
| 06844510 | POL/Crossroac | 200159 | M-F KRQE News 4p-430p         | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$550.00         |
| 06844510 | POL/Crossroac | 200159 | Soap Rotator M-F 1230p-2p     | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$300.00         |
| 06844510 | POL/Crossroac | 200159 | Dr. Phil 3p-4p                | :30 | P2 | [ALL] | CROSSRO/368 |  |  |  |  | \$300.00         |
| 06844510 | POL/Crossroac | 200159 | M-F KRQE News KRQE News       | :30 | P3 | [ALL] | CROSSRO/368 |  |  |  |  | \$200.00         |
| 06844510 | POL/Crossroac | 200159 | M-F KRQE News KRQE News       | :30 | P3 | [ALL] | CROSSRO/368 |  |  |  |  | \$200.00         |
|          |               |        |                               |     |    |       |             |  |  |  |  | <b>10,900.00</b> |
|          |               |        |                               |     |    |       |             |  |  |  |  | <b>10,900.00</b> |

Date: 08/29/12

Station: KRQE

|          |               |        |                               |     |    |       |             |  |  |             |  |                  |
|----------|---------------|--------|-------------------------------|-----|----|-------|-------------|--|--|-------------|--|------------------|
| 06844510 | POL/Crossroac | 200159 | M-F KRQE News 430p-5p         | :30 | P2 | [ALL] | CROSSRO/368 |  |  |             |  | \$550.00         |
| 06844510 | POL/Crossroac | 200159 | M-F KRQE News KRQE News       | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 6:05:55 AM  |  | \$200.00         |
| 06844510 | POL/Crossroac | 200159 | M-F KRQE News KRQE News       | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 6:32:25 AM  |  | \$200.00         |
| 06844510 | POL/Crossroac | 200159 | CBS This Mornin CBS Early St  | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 8:29:17 AM  |  | \$300.00         |
| 06844510 | POL/Crossroac | 200159 | CBS This Mornin CBS Early St  | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 8:54:30 AM  |  | \$300.00         |
| 06844510 | POL/Crossroac | 200159 | Let's Make a Deal M-F 10a-11a | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 9:58:45 AM  |  | \$250.00         |
| 06844510 | POL/Crossroac | 200159 | Let's Make a Deal M-F 10a-11a | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 10:29:11 AM |  | \$250.00         |
| 06844510 | POL/Crossroac | 200159 | Soap Rotator M-F 1230p-2p     | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 12:58:56 PM |  | \$300.00         |
| 06844510 | POL/Crossroac | 200159 | Soap Rotator M-F 1230p-2p     | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 1:59:01 PM  |  | \$300.00         |
| 06844510 | POL/Crossroac | 200159 | Dr. Phil 3p-4p                | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 3:15:46 PM  |  | \$300.00         |
| 06844510 | POL/Crossroac | 200159 | Dr. Phil 3p-4p                | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 3:34:17 PM  |  | \$300.00         |
| 06844510 | POL/Crossroac | 200159 | M-F KRQE News 4p-430p         | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 4:07:30 PM  |  | \$550.00         |
| 06844510 | POL/Crossroac | 200159 | M-F KRQE News 4p-430p         | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 4:28:15 PM  |  | \$550.00         |
| 06844510 | POL/Crossroac | 200159 | M-F KRQE News 430p-5p         | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 4:47:40 PM  |  | \$550.00         |
| 06844510 | POL/Crossroac | 200159 | KRQE News 13 (530p-6p         | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 5:35:57 PM  |  | \$1,000.00       |
| 06844510 | POL/Crossroac | 200159 | M-F 6p-630p M-F 6p-630p       | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 6:06:01 PM  |  | \$1,400.00       |
| 06844510 | POL/Crossroac | 200159 | M-F 630p-7p M-F 630p-7p       | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 6:47:18 PM  |  | \$1,700.00       |
| 06844510 | POL/Crossroac | 200159 | LN M-F 10p-1035p              | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 10:17:27 PM |  | \$1,100.00       |
|          |               |        |                               |     |    |       |             |  |  |             |  | <b>10,100.00</b> |
|          |               |        |                               |     |    |       |             |  |  |             |  | <b>10,100.00</b> |

Date: 08/30/12

Station: KRQE

|          |               |        |                               |     |    |       |             |  |  |             |  |          |
|----------|---------------|--------|-------------------------------|-----|----|-------|-------------|--|--|-------------|--|----------|
| 06844510 | POL/Crossroac | 200159 | M-F KRQE News 4p-430p         | :30 | P2 | [ALL] | CROSSRO/368 |  |  |             |  | \$550.00 |
| 06844510 | POL/Crossroac | 200159 | M-F KRQE News KRQE News       | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 6:12:45 AM  |  | \$200.00 |
| 06844510 | POL/Crossroac | 200159 | M-F KRQE News KRQE News       | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 6:44:45 AM  |  | \$200.00 |
| 06844510 | POL/Crossroac | 200159 | CBS This Mornin CBS Early St  | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 8:37:09 AM  |  | \$300.00 |
| 06844510 | POL/Crossroac | 200159 | Let's Make a Deal M-F 10a-11a | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 9:58:45 AM  |  | \$250.00 |
| 06844510 | POL/Crossroac | 200159 | Let's Make a Deal M-F 10a-11a | :30 | P3 | [ALL] | CROSSRO/368 |  |  | 10:29:11 AM |  | \$250.00 |
| 06844510 | POL/Crossroac | 200159 | Soap Rotator M-F 1230p-2p     | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 12:58:26 PM |  | \$300.00 |
| 06844510 | POL/Crossroac | 200159 | Soap Rotator M-F 1230p-2p     | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 1:59:01 PM  |  | \$300.00 |
| 06844510 | POL/Crossroac | 200159 | Dr. Phil 3p-4p                | :30 | P2 | [ALL] | CROSSRO/368 |  |  | 3:25:29 PM  |  | \$300.00 |

[Sorted by: Date]



# Spot Manager: All, 08/23/12-08/30/12



| Alt Order #    | Advertiser    | Order  | Inv. Code (Book       | Time Period | Length | Priori | Chann | Product     | Estimate | Air Time    | Ad-ID | Rate       |
|----------------|---------------|--------|-----------------------|-------------|--------|--------|-------|-------------|----------|-------------|-------|------------|
| Date: 08/30/12 |               |        |                       |             |        |        |       |             |          |             |       |            |
| Station: KRQE  |               |        |                       |             |        |        |       |             |          |             |       |            |
| 06844510       | POL/Crossroac | 200159 | Dr. Phil              | 3p-4p       | :30    | P2     | [ALL] | CROSSRO/368 |          | 3:52:13 PM  |       | \$300.00   |
| 06844510       | POL/Crossroac | 200159 | M-F KRQE News 4p-430p |             | :30    | P2     | [ALL] | CROSSRO/368 |          | 4:16:35 PM  |       | \$550.00   |
| 06844510       | POL/Crossroac | 200159 | M-F KRQE News 430p-5p |             | :30    | P2     | [ALL] | CROSSRO/368 |          | 4:37:25 PM  |       | \$550.00   |
| 06844510       | POL/Crossroac | 200159 | M-F KRQE News 430p-5p |             | :30    | P2     | [ALL] | CROSSRO/368 |          | 4:57:26 PM  |       | \$550.00   |
| 06844510       | POL/Crossroac | 200159 | KRQE News 13 (530p-6p |             | :30    | P2     | [ALL] | CROSSRO/368 |          | 5:50:04 PM  |       | \$1,000.00 |
| 06844510       | POL/Crossroac | 200159 | M-F 6p-630p           | M-F 6p-630p | :30    | P2     | [ALL] | CROSSRO/368 |          | 6:28:14 PM  |       | \$1,400.00 |
| 06844510       | POL/Crossroac | 200159 | M-F 630p-7p           | M-F 630p-7p | :30    | P2     | [ALL] | CROSSRO/368 |          | 6:52:53 PM  |       | \$1,700.00 |
| 06844510       | POL/Crossroac | 200159 | LN M-F                | 10p-1035p   | :30    | P3     | [ALL] | CROSSRO/368 |          | 10:07:20 PM |       | \$1,100.00 |
|                |               |        |                       |             |        |        |       |             |          |             |       | \$9,800.00 |
|                |               |        |                       |             |        |        |       |             |          |             |       | \$9,800.00 |
|                |               |        |                       |             |        |        |       |             |          |             |       | \$5,850.00 |

[Sorted by: Date]



Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS  
Estimate# 368  
Buyer STEPHANIE KOHLBAUER  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //368  
Flight Dates 08/23/2012 - 08/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---  
SC= \*

--- REMARKS ---  
REV TP LINE 12  
PLEASE CNF  
THANKS

| Ln  | Daypart | Program | Dates       | Rate       | Len | Spots/Week | # of Weeks | Day | Time  | Total Cost | Total Spots | LT |
|---|---------|---------|-------------|------------|-----|------------|------------|-----|-------|------------|-------------|----|
| *12   |         |         | 08/24-08/24 | \$5,000.00 | :30 | 1          | 1          | F   | 6P-9P | \$5,000.00 | 1           |    |
| Buyline Comment: NFL PRESEASON CHI/GIANTS<br>Sales Remark: V3 TP CHAGNE<br>V3 Time Changed, Comment Changed |         |         |             |            |     |            |            |     |       |            |             |    |

---REPORT TOTALS---  
Report Totals: 1 / \$5,000.00

---SALES MONTHLY TOTALS---  
Aug 12: 50 / \$34,750.00 Sep 12: 54 / \$31,100.00  
Sales Totals: 104 / \$65,850.00  
Station Totals: 104 / \$65,850.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |           |         |          |         |         |          |
|---------------|-----------|---------|----------|---------|---------|----------|
| Market Totals | \$146,333 | CABL 0% | KASA 13% | KASY 0% | KBIM 0% | KOAT 23% |
|               |           | KOB 19% | KRQE 45% | KWBQ 0% |         |          |

---COMPETITIVE COMMENTS---  
SHARES EST

EC'd Yes Last Received: 08/21/2012 2:28 PM Showing Buylines: All Rep Revised Lines

|                                  |                                      |                                 |
|----------------------------------|--------------------------------------|---------------------------------|
| Station KRQE-TV ALBUQUERQUE, NM. | Agency ( ) MENTZER MEDIA             | Rep Firm                        |
| Advertiser ( ) CROSSROADS GPS    | 600 FAIRMONT AVE, S#306              | Sales Office ( ) PHILADELPHIA   |
| Product CROSSROADS GPS           | TOWSON, MD 21286                     | Salesperson ( ) AMY MCCREARY    |
| Estimate# 368                    | Agency C/P1/P2/E //368               |                                 |
| Buyer STEPHANIE KOHLBAUER        | Flight Dates 08/23/2012 - 08/29/2012 | Salesperson Phone# 215-568-6540 |
| Phone#                           | Hiatus Weeks                         | Salesperson FAX# 215-568-1845   |
| Fax#                             |                                      |                                 |

--- CREDIT RISK ---  
CASH IN ADVANCE

Rep Order# 6844510 Ver# 1 Status New  
EC'd Yes

Traffic Order#

200159

Printed: 08/21/2012 11:29 AM  
Last Received: 08/21/2012 11:29 AM  
Showing Buylines: All Lines

1 of 5

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS  
Estimate# 368  
Buyer STEPHANIE KOHLBAUER  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //368  
Flight Dates 08/23/2012 - 08/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Aug 8/21/12

--- CONTRACT COMMENT ---

SC=\*

| Ln | Daypart | Program                                 | Dates       | Rate         | Len | Spots/Week | # of Weeks | Day  | Time     | Total Cost | Total Spots | LT |
|----|---------|---|-------------|--------------|-----|------------|------------|------|----------|------------|-------------|----|
| 1  |         | Buyline Comment: NEWS MORN<br>2/DAY     | 08/23-08/24 | \$200.00 3   | :30 | 4          | 1          | TH-F | 6A-7A    | \$800.00   | 4           |    |
| 2  |         | Buyline Comment: E SHOW<br>1/DAY        | 08/23-08/24 | \$300.00 2   | :30 | 2          | 1          | TH-F | 7A-9A    | \$600.00   | 2           |    |
| 3  |         | Buyline Comment: LET MAKE DEAL<br>2/DAY | 08/23-08/24 | \$250.00 3   | :30 | 4          | 1          | TH-F | 10A-11A  | \$1,000.00 | 4           |    |
| 4  |         | Buyline Comment: SOAPS<br>2/DAY         | 08/23-08/24 | \$300.00 2   | :30 | 4          | 1          | TH-F | 1230P-2P | \$1,200.00 | 4           |    |
| 5  |         | Buyline Comment: DR PHIL<br>2/DAY       | 08/23-08/24 | \$300.00 2   | :30 | 4          | 1          | TH-F | 3P-4P    | \$1,200.00 | 4           |    |
| 6  |         | Buyline Comment: NEWS 4<br>2/DAY        | 08/23-08/24 | \$550.00 2   | :30 | 4          | 1          | TH-F | 4P-430P  | \$2,200.00 | 4           |    |
| 7  |         | Buyline Comment: NEWS 430<br>2/DAY      | 08/23-08/24 | \$550.00 2   | :30 | 4          | 1          | TH-F | 430P-5P  | \$2,200.00 | 4           |    |
| 8  |         | Buyline Comment: NEWS 530               | 08/23-08/23 | \$1,000.00 2 | :30 | 1          | 1          | TH   | 530P-6P  | \$1,000.00 | 1           |    |

Rep Order# 6844510 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/21/2012 11:29 AM  
Last Received: 08/21/2012 11:29 AM  
Showing Buylines: All Lines

2 of 5

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS  
Estimate# 368  
Buyer STEPHANIE KOHLBAUER  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //368  
Flight Dates 08/23/2012 - 08/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

| Ln | Daypart | Program                                   | Dates       | Rate                | Len | Spots/Week | # of Weeks | Day  | Time            | Total Cost | Total Spots | LT |
|----|---------|---|-------------|---------------------|-----|------------|------------|------|-----------------|------------|-------------|----|
| 9  |         | Buyline Comment: JEOPARDY 1/DAY           | 08/23-08/24 | \$1,400.00 <i>2</i> | :30 | 2          | 1          | TH-F | 6P-630P         | \$2,800.00 | 2           |    |
| 10 |         | Buyline Comment: WHEEL                    | 08/23-08/23 | \$1,700.00 <i>2</i> | :30 | 1          | 1          | TH   | 630P-7P         | \$1,700.00 | 1           |    |
| 11 |         | Buyline Comment: NEWS 10 1/DAY            | 08/23-08/24 | \$1,100.00 <i>3</i> | :30 | 2          | 1          | TH-F | 10P-1035P       | \$2,200.00 | 2           |    |
| 12 |         | Buyline Comment: NFL PRESEASON CHI/GIANTS | 08/24-08/24 | \$5,000.00 <i>1</i> | :30 | 1          | 1          | F    | 8P-9P <i>6P</i> | \$5,000.00 | 1           |    |
| 13 |         | Buyline Comment: NFL PRESEASON TEX/ST     | 08/25-08/25 | \$5,000.00 <i>1</i> | :30 | 1          | 1          | SA   | 6P-9P           | \$5,000.00 | 1           |    |
| 14 |         | Buyline Comment: NEWS 10                  | 08/25-08/25 | \$450.00 <i>4</i>   | :30 | 2          | 1          | SA   | 10P-1035P       | \$900.00   | 2           |    |
| 15 |         | Buyline Comment: CLOSER                   | 08/25-08/25 | \$100.00 <i>4</i>   | :30 | 2          | 1          | SA   | 1035P-1135P     | \$200.00   | 2           |    |
| 16 |         | Buyline Comment: SUN MORN NEWS            | 08/26-08/26 | \$100.00 <i>4</i>   | :30 | 2          | 1          | SU   | 7A-8A           | \$200.00   | 2           |    |
| 17 |         | Buyline Comment: SUN MORN CBS             | 08/26-08/26 | \$800.00 <i>2</i>   | :30 | 1          | 1          | SU   | 8A-930A         | \$800.00   | 1           |    |
| 18 |         | Buyline Comment: FACE NATION              | 08/26-08/26 | \$500.00 <i>3</i>   | :30 | 2          | 1          | SU   | 930A-10A        | \$1,000.00 | 2           |    |
| 19 |         | Buyline Comment: CBS EVE NEWS             | 08/26-08/26 | \$275.00 <i>3</i>   | :30 | 2          | 1          | SU   | 5P-6P           | \$550.00   | 2           |    |

Rep Order# 6844510 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/21/2012 11:29 AM  
Last Received: 08/21/2012 11:29 AM  
Showing Buylines: All Lines

3 of 5

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS  
Estimate# 368  
Buyer STEPHANIE KOHLBAUER  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //368  
Flight Dates 08/23/2012 - 08/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

| Ln | Daypart | Program                          | Dates       | Rate         | Len | Spots/Week | # of Weeks | Day | Time        | Total Cost | Total Spots | LT |
|----|---------|----------------------------------|-------------|--------------|-----|------------|------------|-----|-------------|------------|-------------|----|
| 20 |         | Buyline Comment: 60 MIN          | 08/26-08/26 | \$3,000.00 3 | :30 | 1          | 1          | SU  | 6P-7P       | \$3,000.00 | 1           |    |
| 21 |         | Buyline Comment: NEWS 10         | 08/26-08/26 | \$500.00 4   | :30 | 2          | 1          | SU  | 10P-1035P   | \$1,000.00 | 2           |    |
| 22 |         | Buyline Comment: HOUSE           | 08/26-08/26 | \$100.00 4   | :30 | 2          | 1          | SU  | 1035P-1135P | \$200.00   | 2           |    |
| 23 |         | Buyline Comment: NEWS MORN 2/DAY | 08/27-08/29 | \$200.00 3   | :30 | 6          | 1          | M-W | 6A-7A       | \$1,200.00 | 6           |    |
| 24 |         | Buyline Comment: E SHOW          | 08/27-08/29 | \$300.00 2   | :30 | 5          | 1          | M-W | 7A-9A       | \$1,500.00 | 5           |    |
| 25 |         | Buyline Comment: DEAL 2/DAY      | 08/27-08/29 | \$250.00 3   | :30 | 6          | 1          | M-W | 10A-11A     | \$1,500.00 | 6           |    |
| 26 |         | Buyline Comment: SOAPS 2/DAY     | 08/27-08/29 | \$300.00 2   | :30 | 6          | 1          | M-W | 1230P-2P    | \$1,800.00 | 6           |    |
| 27 |         | Buyline Comment: DR PHIL 2/DAY   | 08/27-08/29 | \$300.00 2   | :30 | 6          | 1          | M-W | 3P-4P       | \$1,800.00 | 6           |    |
| 28 |         | Buyline Comment: NEWS 4 2/DAY    | 08/27-08/29 | \$550.00 2   | :30 | 6          | 1          | M-W | 4P-430P     | \$3,300.00 | 6           |    |
| 29 |         | Buyline Comment: NEWS 430 2/DAY  | 08/27-08/29 | \$550.00 2   | :30 | 6          | 1          | M-W | 430P-5P     | \$3,300.00 | 6           |    |

EC'd Yes Last Received: 08/21/2012 11:29 AM Showing Buylines: All Lines

Station KRQE-TV ALBUQUERQUE, NM.  
 Advertiser ( ) CROSSROADS GPS  
 Product CROSSROADS GPS  
 Estimate# 368  
 Buyer STEPHANIE KOHLBAUER  
 Phone#  
 Fax#

Agency ( ) MENTZER MEDIA  
 600 FAIRMONT AVE, S#306  
 TOWSON, MD 21286  
 Agency C/P1/P2/E //368  
 Flight Dates 08/23/2012 - 08/29/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

| Ln | Daypart | Program                            | Dates       | Rate                | Len | Spots/Week | # of Weeks | Day | Time      | Total Cost | Total Spots | LT |
|----|---------|------------------------------------|-------------|---------------------|-----|------------|------------|-----|-----------|------------|-------------|----|
| 30 |         | Buyline Comment: NEWS 530<br>1/DAY | 08/27-08/29 | \$1,000.00 <b>2</b> | :30 | 3          | 1          | M-W | 530P-6P   | \$3,000.00 | 3           |    |
| 31 |         | Buyline Comment: JEOPARDY<br>1/DAY | 08/27-08/29 | \$1,400.00 <b>2</b> | :30 | 3          | 1          | M-W | 6P-630P   | \$4,200.00 | 3           |    |
| 32 |         | Buyline Comment: WHEEL<br>1/DAY    | 08/27-08/29 | \$1,700.00 <b>2</b> | :30 | 3          | 1          | M-W | 630P-7P   | \$5,100.00 | 3           |    |
| 33 |         | Buyline Comment: NEWS 10           | 08/27-08/29 | \$1,100.00 <b>3</b> | :30 | 4          | 1          | M-W | 10P-1035P | \$4,400.00 | 4           |    |

---REPORT TOTALS---  
 Report Totals: 104 / \$65,850.00

---SALES MONTHLY TOTALS---  
 Aug 12: 50 / \$34,750.00 Sep 12: 54 / \$31,100.00  
 Sales Totals: 104 / \$65,850.00  
 Station Totals: 104 / \$65,850.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |           |         |          |         |         |          |
|---------------|-----------|---------|----------|---------|---------|----------|
| Market Totals | \$146,333 | CABL 0% | KASA 13% | KASY 0% | KBIM 0% | KOAT 23% |
|               |           | KOB 19% | KRQE 45% | KWBQ 0% |         |          |

---COMPETITIVE COMMENTS---  
 SHARES EST

EC'd Yes Last Received: 08/21/2012 11:29 AM

Showing Buylines: All Lines

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS  
Estimate# 368  
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Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CREDIT RISK ---  
CASH IN ADVANCE



## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

|   |   |
|---|---|
| <b>Station and Location:</b> <span style="font-size: 1.5em; color: blue; margin-left: 100px;">KRQE</span> | <b>Date:</b> <span style="font-size: 1.5em; color: blue; margin-left: 10px;">8/21/12</span> |
|---|---|

I, Lauren Schumacher  
do hereby request station time concerning the following issue:

Crossroads GPS

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
|                  | VARIES                           |      |       |                |                 |

**Total Charges:**      \$ 65850.00 GROSS

This broadcast time will be used by: Crossroads GPS

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes                      ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; 
 ☐ a committee; 
 ☒ an association; 
 ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

5/17/12

\_\_\_\_\_  
Date

*[Signature]*

\_\_\_\_\_  
Signature

703 535 3390

\_\_\_\_\_  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title